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## Meeting Minutes

Meeting: Health Issues Arch Follow up

Date: 6/10/02

Attendees: **Philip Morris:** Deane Gross, Chris Beard, Mark Whatford, Jim Ramsay, Howard Tomb, Raymond Lau (Richmond), Roger Walk (Richmond), Chris Nelson (Richmond Legal)  
**Semaphore Partners:** Mike Maurillo, Jason Abel, Katherine Lumb

### High Level Site Architecture:

WSA questioned the nomenclature change from Risks of Smoking to Health Issues.

Discussion was had regarding the high level differentiation between health issues for smokers and other health issues related to smoking.

- The architecture and nomenclature that were discussed in the content lab in Richmond, where Risks of Smoking was proposed for the name of the section, and all content on diseases and other effects appeared directly beneath this landing page on the same level was preferable to WSA.
- The architecture that was subsequently agreed upon splits the content under Health Issues into Health Issues for Smokers and all other health-related content.
- There is a need for expediency which requires that we keep much of the content as is in order to meet our June deadline for content, but we can work toward an architecture like the one Richmond proposed for later phases.
- Legal will have to approve any new structure
- The architecture created is based on perpetuating the distinction between health issues for smokers and other content in future phases, not erasing it.
- Check whether Legal would accept the title Risks of Smoking for the section instead of Health Issues. This language better encapsulates both health issues for smokers and other effects of smoking, like addiction.

### Mid Level Site Architecture:

Surgeon General's Reports in their own section was received well

- Surgeon General's Reports landing page could include a brief explanation of why links to only a selection of reports appear on the site (these are the only reports that deal with tobacco issues); a brief explanation of why this information has been reproduced on the PM site, instead of providing a link to the reports on the CDC site (the CDC does not keep all of the reports up on its site); and a brief statement with each link to an individual report summary explaining what is significant about that particular report (it is the first Surgeon General's Report to discuss tobacco-related health issues, e.g.).
- From each Surgeon General's Report summary on pmusa.com, a link would direct users to the CDC site for more information. It was also proposed that the Surgeon General's Reports landing page could contain links to all reports on the CDC site, with text to identify which were most relevant to tobacco issues. This was proposed as a way of addressing skepticism from users who might wonder why PM is presenting links to only selected reports.
- Have to confirm that the reasons behind having this information on the site are in fact valid. The writers also have to research the specific importance of each summary, and create all of the new copy for this page.

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- The team was unsure any of this content could be created and be legally approved in time to make the Phase I deadline. We may have to keep the content exactly the way it is now. Legal has not yet approved the use of anchor links or pulling links out to the right in some cases. We will be prepared to keep the content the way it is on the current site if necessary.
- Some third party sites have linking policies, and we will need to obtain their permission in order to link to them from pmusa.com. Some sites will not allow you to link to any page but their home page from another site.

**Content:**

The PM team clarified how the content from the current site translates to the new architecture.

- The current content from the Tobacco Issues landing page will be on the new Health Issues page. The Health Issues page will also include information on and links to the subsections of Health Issues.
- The content on the current Health Issues for Smokers page will appear on the new 'Cigarette Smoking and Disease' page (the Richmond participants wanted to call this page 'Risks of Smoking', but Ellen Merlo came up with this nomenclature in a later meeting).  
The Low Tar Cigarette page will contain some of the content that appears on the current Tar & Nicotine Numbers page. The content will not be removed from the Tar & Nicotine Numbers page; it will appear in both places. The Low Tar Cigarette page content will emphasize the "no such thing as a safe smoke" content, and info on and links to Monograph 13 (this is the content on the current Tar & Nicotine Numbers page associated with the link that reads "article from the National Cancer Institute"). There was a side discussion about this monograph: WSA wants a link to the full monograph from the site. Currently, the link goes to a press release article, which contains a link to the monograph. The rest of the PM team felt that this was sufficient, and a link directly to the monograph was unnecessary.
- Quitting Smoking text remains the same.
- The content under Secondhand Smoke has been updated on the current site and will not change.
- Addiction was added as a new section under Health Issues later. We did not discuss where that content would be coming from.

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